

# THE CITY OF FALLS CHURCH BY THE DISTRICTS



## 1. WEST END

The Western gateway to The City of Falls Church offers strong retail presence with the Giant-anchored Falls Plaza and West End Plaza.

## 2. BROAD-PENN

An emerging retail district, three new developments give Broad-Penn identity. The Byron, The Broadway, and The Spectrum provide a solid base of new retail opportunities for this central section of Broad Street.

## 3. CITY CENTER

At the northwest corner of the busy intersection of Broad and South Washington, this area is preparing for redevelopment. It is the targeted site for the community-oriented retail, residential and commercial hub of the City of Falls Church.

## 4. SOUTH WASHINGTON STREET

The high-volume of street traffic along this corridor creates significant retail opportunities that will be further enhanced by the introduction of the Pearson Square development, as well as numerous infill projects.

## CONTACT INFORMATION

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# REDISCOVER THE CITY OF FALLS CHURCH

Located within the Capital Beltway, the City of Falls Church is building on its history, creativity, and “hometown” feel to expand its existing base of outstanding retail establishments. We seek an exciting mix of retailers who need a loyal audience — the residents and workers of Falls Church.

The City of Falls Church has a strong day and evening population that is well-educated, well-compensated, and committed to the community. They are underserved in grocery, goods and services, dining choices, and home goods retail, to name only a few.

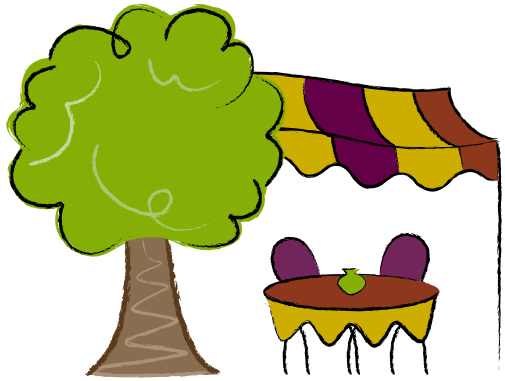
We are excited to fill these needs with new developments that will appeal to the retailer and the customer alike. Within the next three years, approximately 65,000 square feet of new retail space will be built in the City.



## CITY OF FALLS CHURCH RETAIL STUDY

In 2005, the City retained Retail Compass, LLC to evaluate our place in the local markets and to provide a realistic perspective for our retail goals. They concluded:

- The demand for retail within City borders exceeds what is currently under construction or planned by almost 90,000 square feet.
- The City of Falls Church is vastly underserved in the Food and Beverages retail category.
- In the next three years, over 500 new residential units and almost 120,000 square feet of new office space will further contribute to the growing retail demand.



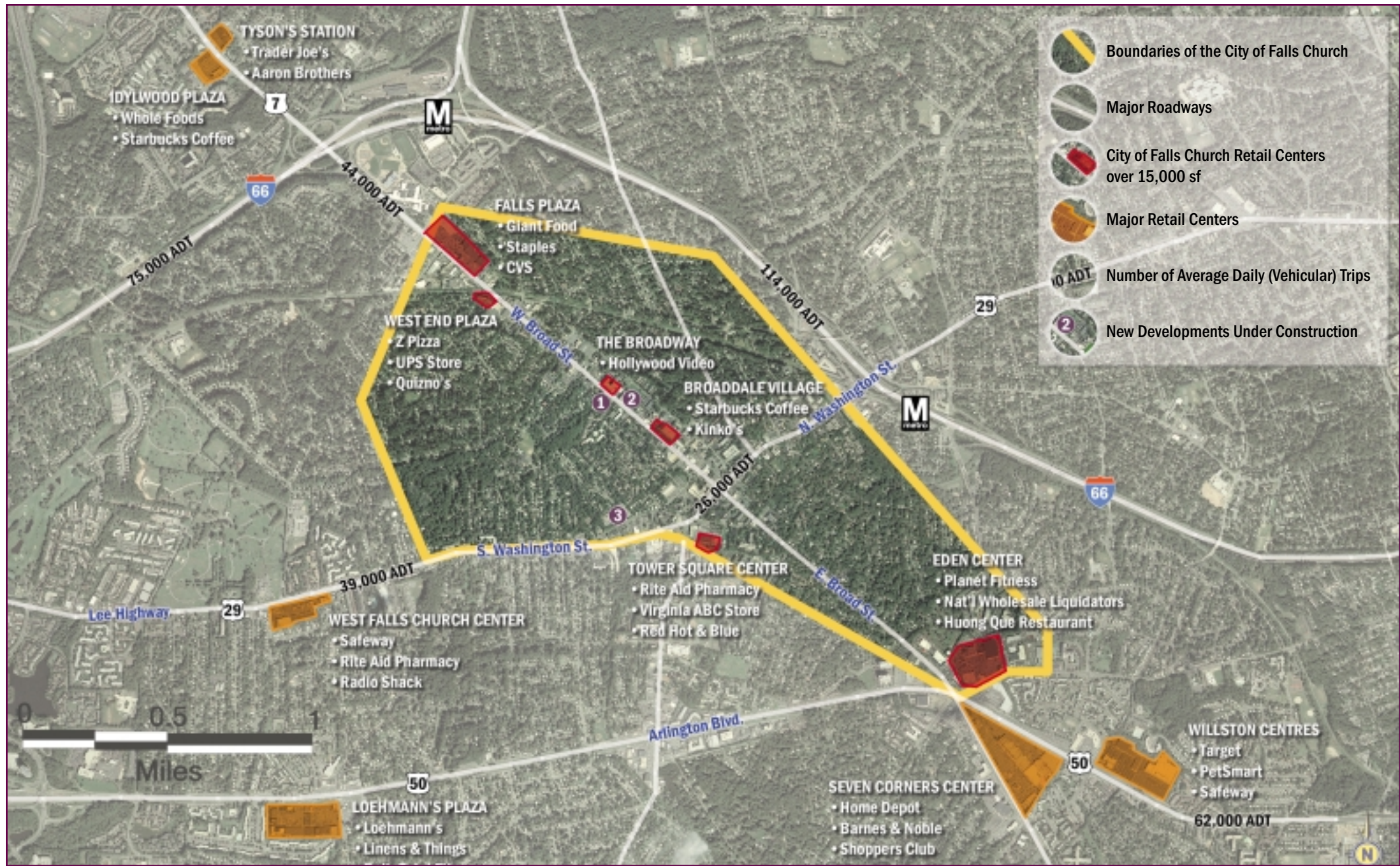
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THE CITY OF  
**FALLS CHURCH**

### What You Can Expect:

- The City’s willingness, interest, and drive to create new retail hubs will encourage retailers to reevaluate Falls Church.
- New development under construction will offer retailers brand-new, retail-appropriate space. (However, if you are looking for funky, one-of-a-kind space, we have that, too.)
- Our residents seek local options for their spending. They are no longer willing to regard Tysons Corner, Arlington, and Alexandria as their only shopping alternatives.
- The City of Falls Church customer base has a long-standing tradition of supporting local retailers in the community... because they are OURS.

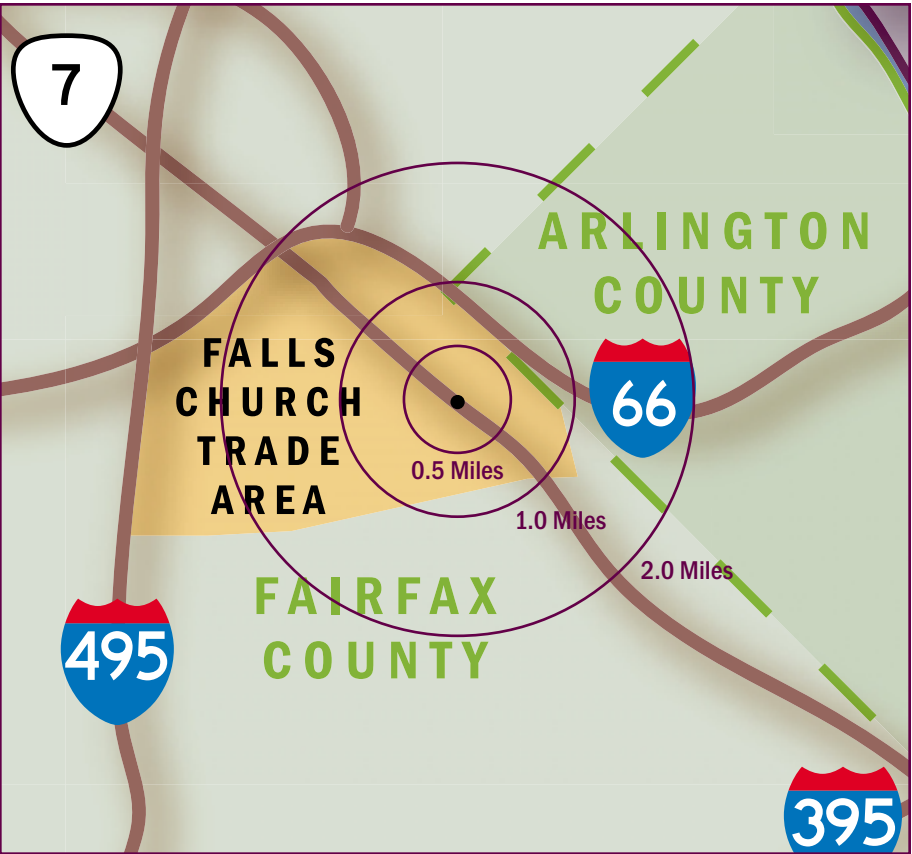


# A GUIDE TO THE CITY OF FALLS CHURCH



## DEMOGRAPHIC PROFILE

BROAD STREET (RTE. 7) AND WASHINGTON STREET (RTE. 29)



	.50 MI	1.00 MI	2.00 MI	TRADE AREA
POPULATION	4,370	17,073	67,848	36,076
DAYTIME POPULATION	5,816	15,577	26,911	25,328
MEDIAN HH INCOME	\$79,684	\$86,415	\$85,779	\$80,891
NO. OF HOUSEHOLDS	1,797	6,766	26,146	14,101
EDUCATION (B.A. +)	62.1%	59.2%	48.1%	50.6%

Source: U.S Census Bureau, Claritas, Inc., Retail Compass LLC

## NEW RETAIL UNDER CONSTRUCTION

- 1 THE BYRON, 513 WEST BROAD STREET • 9,000 SF RETAIL • 90 CONDOMINIUM UNITS • DELIVERING FALL 2006
- 2 THE SPECTRUM, 444 WEST BROAD STREET • 30,000 SF RETAIL • 30,000 SF OFFICE • 189 CONDOMINIUM UNITS • DELIVERING 2007
- 3 PEARSON SQUARE, 500 SOUTH MAPLE STREET • 25,000 SF RETAIL • 85,000 SF OFFICE • 230 CONDOMINIUM UNITS • DELIVERING FALL 2007

Contact the City of Falls Church Economic Development Office for more detailed information about these exciting retail opportunities.

ECONOMIC DEVELOPMENT OFFICE • (703) 248-5491



WWW.DEVELOPFALLSCHURCH.ORG